

## MapAction deploys ahead of Haiyan

On 6 November 2013, the United Nations requested MapAction's help for a typhoon that was forecast to make landfall two days later. We deployed two volunteers to Manila a day ahead of the storm.

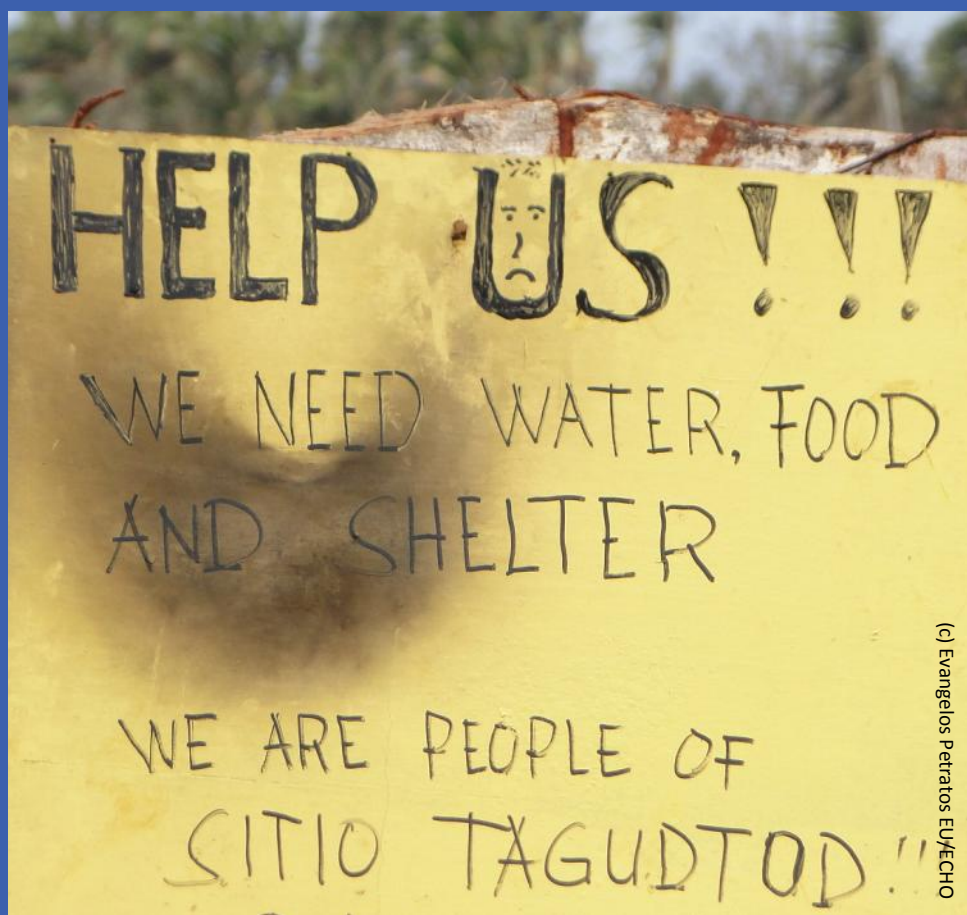
What followed was the strongest typhoon ever to make landfall.

It quickly became apparent that the impact had been immense. The first priority was to understand the needs of affected communities.

Every day more responders arrived in Tacloban, hungry for the information that MapAction was there to provide. Over the course of our six-week mission, 15 of our mapping experts created over 2,200 mapped products and contributed 188 days in the field.

The scale of the devastation was such that many communities had been cut off, with no means of communication, radio, electricity or transport links. This not only made it very difficult for responders to assess the extent of the impact, but also critically for those affected to know what assistance was coming and when it might arrive.

A key focus for MapAction was to create 3W maps ("Who's doing What Where?"). These provided an overview of key aspects of the emergency, so responders could coordinate their response and avoid gaps or duplication.



(c) Evangelos Petratos EU/ECCHO

The Mayor of Tacloban thanked MapAction for its contribution: "On behalf of the city of Tacloban, I would like to extend our deepest gratitude for the humanitarian response you provided. The mapping service you

accomplished was a valuable tool in the recovery efforts of Tacloban City and all the other affected areas in the Philippines. Thank you for all your support." For personal reflections of a MapAction volunteer, see page 3.

## Recognition in New Year Honours

Nigel Woof received an OBE in the New Years Honours List for Humanitarian Services during his time as MapAction's Chief Executive.

Nigel joined MapAction as a volunteer in April 2003. He became Operations Director in 2007 and then Chief Executive in 2009. Although he handed over his role as CEO in January 2013 he remains a very active MapAction volunteer.

Nigel commented: "Really the award should be for the whole MapAction team, most of them volunteers and all amazing people, to recognise their joint endeavour in so many disasters over the past decade."



Nigel has deployed on some of our more challenging missions, including the Côte d'Ivoire in 2011 (photo above)

# Looking forward: MapAction responds to complex demands

**MapAction has set a new five-year strategy in response to ever more complex humanitarian challenges**

The world in which MapAction operates is changing. It is widely predicted that humanitarian emergencies will become more frequent and increasingly complex in the future.

Issues such as climate change, population growth, and migration are set to further undermine the resilience of vulnerable communities.

Alongside this, we anticipate that we will continue to see an increase in crowd-sourced data via the web and social media. This will mean that aid workers will have more information available to them, but it will be of varying quality and therefore require

synthesis to make it useful to the response.

Within these contexts, MapAction believes it can add value to the humanitarian response by making sure that our mapped information is timely, relevant, readily digestible, available to all and, importantly, analytical.

We have therefore set three strategic aims to achieve in the next five years:

1) We will continue to build on our reputation as a **leading provider of mapping services** at the front end of the world's major emergencies, but aim to double our capacity in order to

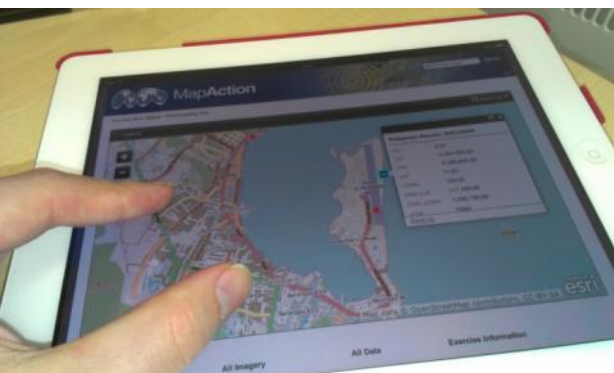
meet the increased humanitarian need.

2) We will seek to build more **collaborative operating environments** to facilitate collective standards for information management, data sharing and technical development.

3) We will **transfer mapping and information management know-how** to humanitarian responders through preparedness and risk-reduction activities.

The full strategy paper will be available in Spring 2014. To request a copy, email: [info@mapaction.org](mailto:info@mapaction.org)

## Tech talk: Web mapping adds a new dimension



*MapAction's new web mapping toolkit will provide responders access to interactive maps*

In a major disaster such as the Philippines, something as basic as a tent may form the central coordination hub. The exchange of information is vital for responders, but the limitations of internet connectivity in this environment could jeopardise the response.

Thanks to a generous grant from Cisco, MapAction is developing a "web-style" toolkit to give responders in the field access to interactive situation maps to support their decision-making. The technology will function via a field server, rather than relying on internet connection, and take into account that there may be limited bandwidth available through satellite communications.

Cisco's grant is paying for a dedicated project manager and web developers to build and test the technology, and subsequently train colleagues on its implementation.





Felicity in India © MapAction

# Interview: Felicity Cross, MapAction volunteer

**Towards the end of 2013 Felicity Cross deployed to India in response to Cyclone Phailin and soon afterwards to help with the aftermath of Typhoon Haiyan. Here she tells us about her first experiences of deploying with MapAction.**

**MA: You only recently joined the deployable team. How would you sum up your experiences so far?**  
 FC: Both deployments were very different. Whilst it's been exhausting, I have found it immensely rewarding and an excellent opportunity to put all my MapAction training into practice.

**MA: What were the similarities and differences between the India and Philippines missions?**  
 FC: The period prior to deployment was quite similar – a combination of excitement about doing something constructive and apprehension about not knowing what to expect – both in terms of the kind of work that we would be doing and the scenes that we would see.

Both missions were “sudden onset” emergencies, but the focus was very different. In India I was mostly providing training, whereas in the Philippines I developed maps for an immediate need on the ground. Also the scale of the devastation was much more evident in the Philippines.

**MA: What was the situation like when you arrived in Tacloban?**  
 FC: The flight from Manila started like any other, but as soon as we started our descent, the whole plane fell silent as we got our first glimpse of what was left of Tacloban City. My first thought was “How could anyone have survived this?” Buildings had been reduced to matchsticks, cars had been tossed around like toys.

**MA: What was the main focus of your role in Tacloban?**  
 FC: I mostly produced 3W “Who What Where?” maps. These identify the locations of all the various relief efforts, which help responders see the gaps in the aid that is being provided. It was really positive seeing the maps fill up as relief spread across the area. It was very much a validation of what we were doing.

**MA: What were the living and working conditions like?**  
 FC: We were based in the UN Coordination Centre at the sports stadium. The main “office” was a large tent. It was a busy place, with people coming and going, and the continuous roar of helicopters. Accommodation was a tent next to the running track. The weather was very hot and humid. The only relief was the cold shower tent, which was a haven for mosquitoes, so not a place to linger!

**MA: What were the key developments you noticed during your time in Tacloban?**  
 FC: When I first arrived, the road from the airport had been cleared and people were obviously trying to salvage something of their former lives.

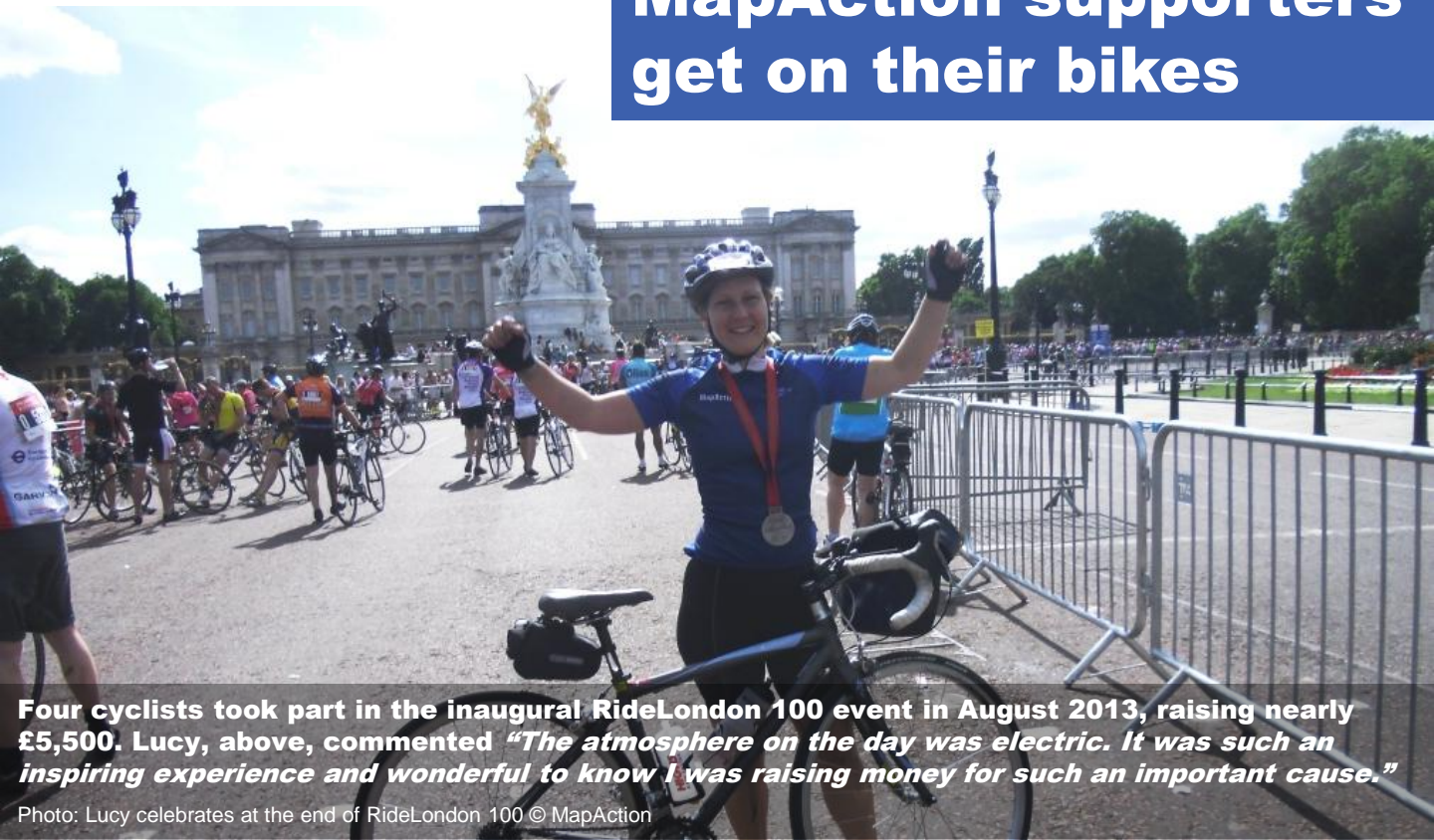
On my way back, I was amazed by the difference. The scale of the destruction was still evident, but the streets were busy with people. Shops, restaurants and markets were open. People were getting on with life. It's going to take a long time to rebuild, but it was very moving to see the determination of people who had survived the strongest typhoon ever to make landfall.

**MA: You've clearly been busy. What's next for you?**  
 FC: After being away so much, I'm looking forward to spending time with my husband on our delayed honeymoon! And I'm excited to participate in more MapAction training with a fresh perspective, knowing what it's like in the field.

**MapAction would like to thank Felicity's employer, Sinclair Knight Merz, for enabling her to deploy at such short notice to these emergencies.**



# MapAction supporters get on their bikes



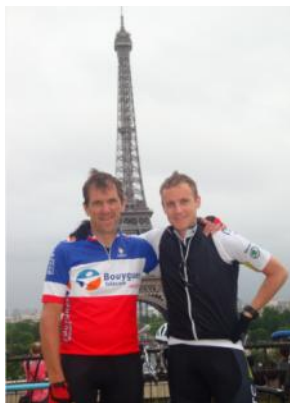
**Four cyclists took part in the inaugural RideLondon 100 event in August 2013, raising nearly £5,500. Lucy, above, commented "The atmosphere on the day was electric. It was such an inspiring experience and wonderful to know I was raising money for such an important cause."**

Photo: Lucy celebrates at the end of RideLondon 100 © MapAction

## A year of sporty challenges

During 2013 MapAction supporter Mark Jarman set himself 3 fundraising challenges. His sporty year included running the London Marathon, cycling 450 miles from Blackpool to the Eiffel Tower and biking coast-to-coast – the latter two with his dad. Altogether he raised almost £2,000 – a fantastic achievement!

*"I am really appreciative of the opportunity to get involved with MapAction and raising money for them I have found to be a highly rewarding experience."* Mark Jarman



## Prince Harry launches ambassador programme

In September, Prince Harry attended a special event to launch MapAction's new ambassador programme. Ambassadors are people who can donate £5,000 or more p.a. and who will help spread the word about our work.



If you would like to find out more about our ambassador programme, please contact Chloe on: [cbrowitt@mapaction.org](mailto:cbrowitt@mapaction.org) or 01494 56 88 99.

## A big thank you to...

**Dulverton Trust and Man Charitable Trust** for their ongoing generous support

**Esri and Landmark Information Group** for their kind support throughout 2013

**Hedley Foundation** for its generous donation in response to Typhoon Haiyan

All the people who took part in fundraising events, including **Lucy Anderson (Arup)**, **Matthew Chattwell and Tomas Pfeffer (Westminster Under School)**, **Pascal Coulon (SCISYS)**, **Tom Hales**, **Chris Holcroft** and **Peter ter Haar (Ordnance Survey)**, **Ming Lee (Esri)**, **John Lyon**, **Tom Murphy** and **Tim Patteson**.

Everyone who gave so generously to appeals for our work on the **Syria crisis** and the aftermath of **Typhoon Haiyan**

**And to everyone else who supported our work in 2013!**